

# PROFILE

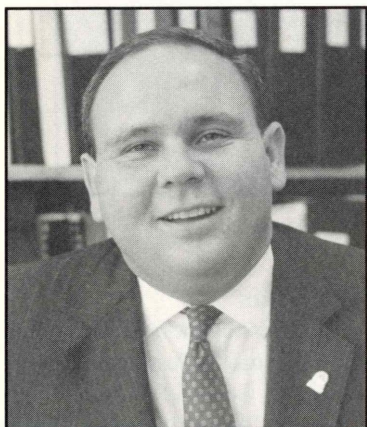
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October 10, 1988

## Seeing is believing: every contribution helps enrich and brighten people's lives

**W**atching someone teach a four-year-old child with cerebral palsy how to walk and talk is an emotional experience not soon forgotten.



Allan Graham

Helping to pay for such humane efforts is an emotionally fulfilling experience, especially when contributors know their money is spent wisely.

Allan Graham, BCBSF's loaned executive to United Way of Northeast Florida, has discovered that the organization manages money quite well, and that the need for funds is great.

"I'd always thought of it as a fund raiser, which is important, but I've come in close contact with where the money really goes, and now I know it's allocated effectively," he said.

Graham used to give to United Way without much thought.

But now that he's seen the quality programs it supports, the scope of genuine needs they address, and the close scrutiny given to how funds are distributed,

Graham encourages everyone to support United Way in their communities.

"It really hits you, the magnitude of human suffering at your doorstep," he said, noting that one of every four Jacksonville area residents will be touched by a United Way Agency this year.

Working for a day at the Cerebral Palsy Center of Jacksonville "really drove the point home to me," Graham said, lauding the patience and understanding of the people who work with patients.

He also was impressed with how United Way allocates funds.

In Jacksonville, 140 volunteers from all walks of life compile a comprehensive list of community needs, and they select the best programs to serve those needs.

Graham has learned about fund raising in several ways.

He encourages employees of companies like Ring Power, Seminole Kraft and Deluxe Check Printers to increase their contributions, and he's had some success. One company's employees tripled their support, "and everyone felt good about it," Graham said.

He helps company coordinators and CEOs plan pledge campaigns, he arranges training for fund solicitors, he helps manage corporate gifts, and he conducts fund drive rallies.

During rallies, Graham has drawn from personal experience to help people see the value of programs funded by United Way.

He tells them about his four-year-old nephew, John, who has cerebral palsy and receives speech and physical therapy.

John's father's insurance pays for his care, but such quality programs would not be available to help John or less fortunate youngsters without United Way

funds, Graham said.

Besides learning about programs, allocations and fund raising, Graham has found the source of most

**“It really hits you, the magnitude of human suffering at your doorstep.”**

of the money.

"Eighty percent of all the dollars in the current campaign come from the equivalent of one hour's pay per month.

"It's people like you and me helping each other; it's not just corporate contributions," he said.

And United Way serves a broad range of human needs.

The Northeast Florida chapter helps support 55 agency programs, — the largest portfolio of any city of comparable size in the nation — and 28 others are on a waiting list for funds.

The need is great, indeed.

Employees who'd like to contribute to United Way or increase their payroll deduction should contact Marie Smith in Payroll, ext. 6588.

# Customer Service

## Pleasing 'em in Pensacola

The Kelly and Pichard families sent bouquets of flowers to **Sue Lowrey** (Customer Service Representative, Pensacola) for the outstanding service she gave them.

**Judy Carruth** (Customer Service Representative, Pensacola) received praise from Barbara Comalander, who wrote, "... On many occasions ... she really made an impression because she is so polite, efficient and helpful. This certainly makes it easier for the people who are frustrated and have many problems with their insurance payments."



(l-r) Judy Carruth and Sue Lowrey

## And in Fort Myers

Donald Bredice wrote to **Joanne Andoscia** (office supervisor, Fort Myers) to say, "On several occasions your staff members have been extremely helpful. . . The quality of your help far exceeds the average Blue Cross and Blue Shield office. The accuracy and timeliness of their telephone research work is a direct credit to you and your training, and to Blue Cross and Blue Shield of Florida as a whole."

## Information appreciated

Janice Jones, patient accounts director for Plantation General Hospital, thanked **Ingrid Goetz** (Field Operations Representative, Fort Lauderdale) for sharing her expertise in processing claims, and for updating their office business office staff with information about claims filing and benefits.



(l-r) Margaret Jolley, Arleen Parbs, Patrice Robinson and Jackie Head

## Helping each other

Karen Fields, marketing director in Miami, thanked **Jackie Head** (Senior Examiner, Local Group 2-99) for promptly managing a group's claim problems. "This type of service does wonders for the image of Blue Cross and Blue Shield and, too many times, goes unrewarded. . . Our appreciation for a job well done!"

## Frustration ended

Joseph Cuchel of Pembroke Pines wrote, "Thank goodness there are capable people like **Margaret Jolley** (Sales Associate, Telemarketing) to help those that unfortunately get into these unforeseen situations."

## Commendation earned

**Arleen Parbs** (Customer Service Representative, Medicare B Communications) straightened out a frustrating mixup for Joseph Warren of Port Charlotte, who lauded her for doing what she said she'd do. "She gave us her full attention, and this gave us a great lift. I will always hold her in high esteem, as she is efficient, honest and kind."



Ingrid Goetz

## "Above all others"

James Collings of Homestead wrote this of **Patrice Robinson** (Customer Service Representative, General Motors Service Unit): "I would like to single out one lady who I consider to be above all others that I have talked to at Florida Blue Cross. . . The resolutions that she made on my behalf were fast, accurate, and always acceptable."

# Fort Lauderdale employees join to help Jamaican storm victims

After Hurricane Gilbert struck the island of Jamaica, leaving a half-million people homeless, the employees in the Fort Lauderdale office of Blue Cross and Blue Shield of Florida decided to do what they could to help.

Acting quickly, they collected food and

clothing and sent it to the devastated island.

The folks in Fort Lauderdale showed that their sense of community responsibility extends beyond state and national borders. That's voluntarism and it's appreciated.



ARTS COUNCIL  
**HOLIDAY**  
EMPLOYEE  
*Hand Crafts Sale*

**T**he Arts Council of Blue Cross and Blue Shield of Florida is Sponsoring a Holiday Employee Hand Crafts Sale to fellow employees on Friday, November 18, 1988 from 4:00 p.m. to 7:30 p.m.

If you have items in any of the following categories (see below) that you would like to sell, please indicate on this flyer your name, extension, and category. Flyers should be returned by 10/19/88 to Kathi Peaks, Membership and Billing, 5 center. Display tables will be "rented" for \$4.00 each. Checks should be payable to Blue Cross and Blue Shield Arts Council. The sale will be held in training room #1. Inquires should be directed to Thelma McCurdy, extension 6135.

Name \_\_\_\_\_ Extension \_\_\_\_\_ Category \_\_\_\_\_

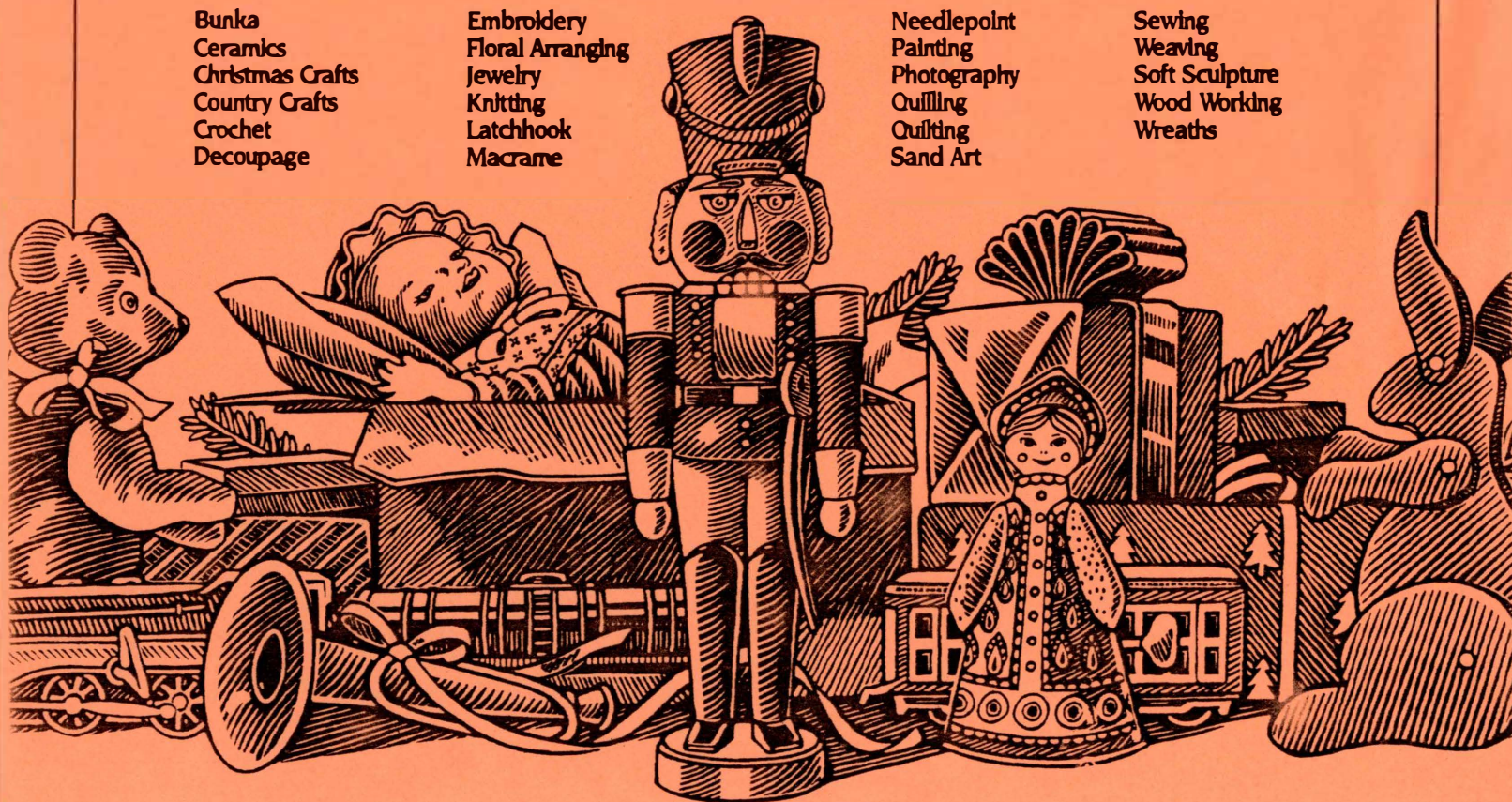
**CATEGORIES**

Bunka  
Ceramics  
Christmas Crafts  
Country Crafts  
Crochet  
Decoupage

Embroidery  
Floral Arranging  
Jewelry  
Knitting  
Latchhook  
Macrame

Needlepoint  
Painting  
Photography  
Quilling  
Quilting  
Sand Art

Sewing  
Weaving  
Soft Sculpture  
Wood Working  
Wreaths



PETE STRICKLAND - PRESIDENT  
ANGELA WALKER - VICE PRESIDENT  
MARIE SMITH - TREASURER  
LINDA TESTER - SECRETARY



# Employees' Club

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## WEIGHT WATCHERS AT WORK PROGRAM AT BLUE CROSS AND BLUE SHIELD OF FLORIDA

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Attention - - Success continues - employees participating in the Weight Watchers At Work Program have lost over 1,950 pounds. The next 8 week series is about to begin. For only \$65.00 you'll receive 8 weeks of exciting weight loss information presented by a qualified group leader. Together with our Quick Success Food Plan, Exercise Booklet and the support of employees just like yourself, you can achieve your goals.

You can pre-register by coming to:  
Training Room #7, Wednesday, October 12th at 4:30 p.m.  
or register at the first meeting  
on Wednesday, October 19th

For further information call Gloria Gardner, HRIC at 791-6701.

\* Cash, Check, Visa/MasterCard are Welcome - Re-enrolling,  
Lifetime and Current Members pay \$60.00.



# An opportunity to help homeless people

By Victoria Wells, UNF intern

**H**omeless people are not always seen picking old clothes from trash bins or begging in the streets.

Thousands of them remain hidden from view, yet their needs are real -- more than 6,000 persons live without adequate shelter or nutrition in Jacksonville, alone.

Through BCBSF's commitment, employees have an opportunity to help these unfortunate people.

Participating in Corporate Assistance to Community Homeless, the Florida Plan will work with Volunteer Jacksonville to collect personal care items to help make their lives a little more pleasant.

More than half of all homeless people are that way only temporarily. They're unskilled laborers seeking work, or they're women who've been abandoned, often after abuse and often caring for small children.

Employees in every office can help homeless people in their communities by donating personal hygiene items during **October 19-30**.

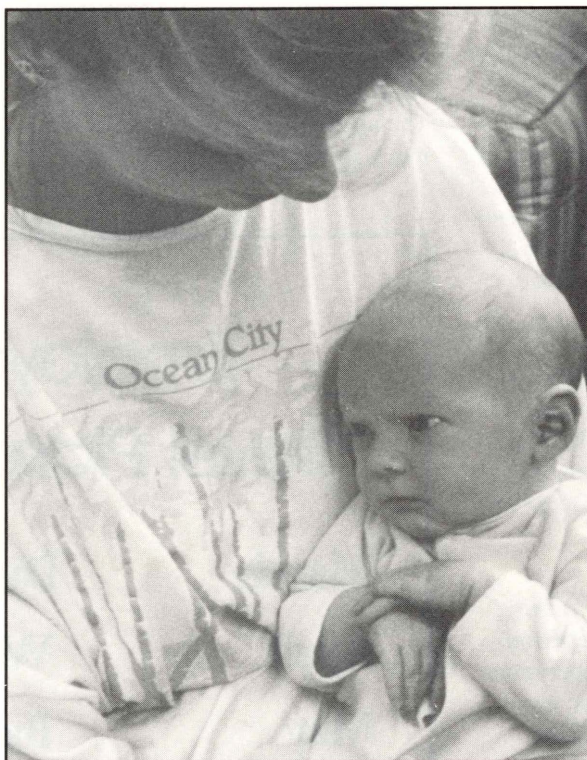
Just buying an extra bar of soap or toothpaste will be appreciated. For more information, call **Public Affairs, ext. 6329 or 6968**.

Collection boxes will be available outside both cafeterias and on each floor of the main building.

A kickoff information day will be held

during lunch hours Tuesday, October 18, when a video will be shown, and repre-

sentatives of the City Rescue Mission will answer questions.



**"There but for the grace of God . . ."**

*This young woman and her husband, who was out of work, came to Jacksonville in July so that he could find a job and make a home for their family.*

*Two weeks before their child was born, they found the City Rescue Mission, which gave them food and shelter and took her to a hospital to deliver their baby.*

*Her husband found a job and a place to live six weeks later, and they were on their feet again.*

## Help someone get a fresh start in life.

These are some of the items needed; please bring them Oct. 19-30:

soap	deodorant	shampoo
combs/hair brushes	toothpaste	toothbrushes
razors	shaving cream	baby wipes
disposable diapers	hand/body lotion	feminine hygiene products

## PROFILE

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Frank Dorman, Editor

Printing, Corporate Print Shop

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## Special Olympics hosts annual indoor games — volunteers needed

More than 500 special athletes will participate in the event Saturday, October 29 at The Bolles School in Jacksonville, 8:30 a.m. to 5:30 p.m.

"Buddies" are needed to escort the athletes among events — basketball, bowling, gymnastics, weightlifting — and lots of spectators are need to help raise their spirits and cheer them on.

Persons who've been buddies before can request the same athletes, and pairings will be made where possible.

To help, call Karen Morris, ext. 6968, Keith Coker, 739-4579, and Judy Brazile, 6507.

# Largest data processing system change of any Medicare carrier will be ready Nov. 28

**I**t's being called a feat of unprecedented proportions. On November 28, BCBSF will become the only Medicare contractor in the nation to implement a new data processing system on the scale of Florida's volume and size.

By that date, employees will have been trained, and all-new CRT terminals will have been installed, thoroughly tested and ready for use.

Implementation actually began in May, when Tampa-based GTE Data Services, Inc. (GTEDS) was awarded a contract to provide Medicare Part B with electronic data processing. Since then, many people have worked long and hard to get the new system operational.

## Training

Everyone in Medicare Part B is being trained, including management personnel. Directors, managers and supervisors learned the system in September; everyone else will be trained this month.

Six GTEDS trainers provide training. Classes are held day and night in the home office and the downtown SWD building, each with four classrooms.

Employees are receiving initial training now. They'll have a refresher course in November.

People who've completed initial training have an opportunity to fine-tune their skills in two of the classrooms that are used as supervised practice labs.

## Equipment of the future

The new system affords Medicare B the opportunity to receive all-new CRT terminals, which will boost productivity and ease of operation.

More pixels (dots of light on the screen) make the new terminal screens free of glare and easier to read. They're also smudge resistant.

Users can change the color of fields to suit themselves, although red is reserved for error fields.

The screens are the same size as existing hardware (14 inches), but they look smaller because the new terminals are smaller.

The new keyboards — 916 of them will be installed during Thanksgiving week — are designed for faster work. The new keyboards are lighter to the touch and they're silent, unless the

optional "click" sound is chosen.

The government began testing the new system September 26 and will do so again six months after going "live."

## Employees' Club Travel Plans for 1989-'90

March	Disneyworld
April	Washington, D.C.
May	Busch Gardens
June	Mexico
August	Bahamas
September	Alaska
October	Nashville or Las Vegas
February	Skiing in W. Virginia

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To join these discounted trips, employees throughout the state should call Pete Strickland, 904-359-8557.

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Entertainment books go on sale Oct. 30.